ECONOMIC SUMMIT TO EXPLORE WHAT'S UP WITH SOCIAL NETWORKING

Utah Tech Experts to Discuss Latest Web 2.0 Trends at January 14th "What's Up Down South" Summit 2009 Event in St. George

Three Utah-based experts who have made effective use of social networking and other interactive web tools will speak at the upcoming "What's Up Down South" Economic Summit.

In a panel discussion, Kelly Anderson of Startup Princess, Jim Bannister of SpectrumDNA, and Marek Czerny of storesonline.com will focus on what social networking is, and how businesses can leverage this and other emerging capabilities such as blogs, interactive discussions, and machine-to-machine communications. Moderated by USTAR regional director William Pratt, the discussion is part of a day of keynote addresses, breakout sessions, and networking events.

Kelly King Anderson, a Salt Lake City mom struggling to launch her own company who wanted to meet and learn from other like-minded, action-driven women entrepreneurs, launched Startup Princess in July 2006. It is an international network for women entrepreneurs to learn and support one another. As of November 2008, the site has more than 800 women entrepreneurs in the network and daily traffic of 2,000 unique visitors. Startup Princess has been recognized by *Entrepreneur* magazine and *Costco Connection* listed Startup Princess as a Top Resource for women entrepreneurs in May 2007. Visit www.startupprincess.com.

Jim Banister is former Chief Development Officer of Warner Bros. Online and author of the book "Word of Mouse: the New Age of Networked Media." Jim is applying his 20-plus years in technology and media in a Park City startup called SpectrumDNA. The company provides a studio for entrepreneurs and digital networking artists to incubate, acquire, accelerate, and package web-based social media experiences or "enginets." Visit www.spectrumdna.com.

Marek Czerny is the Programming Director and Search Engine Marketer of storesonline.com. Based in Orem, the 11-year-old company's flagship product is the StoresOnline Store Builder Software, which allows people to build, create, modify, update, and run their online businesses and websites. StoresOnline's capabilities range from education, training, and eCommerce-enabled websites. Visit www.storesonline.com.

"If you are worried that your business is behind the curve in new online capabilities, this is a great session to learn what's out there and what's on the rise, and to listen to the experiences of some very savvy tech experts," USTAR regional director William Pratt said.

The Washington County Economic Summit 2009 takes place from 7:00 am to 2:00 pm Wednesday, January 14th, at the Dixie Center, 1835 Convention Center Drive, St. George, UT. In

addition to the morning sessions, the Summit includes afternoon sessions which are free to the public. For more information, or to register, visit www.whatsupdownsouth.com.

<u>ABOUT USTAR</u>
The Utah Science Technology and Research initiative (USTAR) is a long-term, state-funded investment to strengthen Utah's "knowledge economy" and generate high-paying jobs. Funded in March 2006 by the State Legislature, USTAR is based on three program areas. The first area involves funding for strategic investments at the University of Utah and Utah State University to recruit world-class researchers. The second area is to build state-of-the-art interdisciplinary facilities at these institutions for the innovation teams. The third program area involves teams that work with companies and entrepreneurs across the State to promote science, innovation, and commercialization activities. For more information, go to www.innovationutah.com.

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